ROLE OF
SOCIAL MEDIA IN DEMOCRACY

DAY 1

9:00 AM	**Registration & Tea**
9:30 AM	Inaugural session- Documentary screening
10:00 AM	**Welcome address**- Mr. Mohammed Turab (Exec. Secretary, COVA)
10:10 AM	**Introductory remarks**- Mr. Rajeshwar Dyal (Advisor, FES)
10:25 AM	**Theme address & Seminar perspective**- Ms. Nandini Sahai (Director, MICCI)
10:40 AM	**Keynote address** by Chief Guest- Mr. N. Swaranjit Sen (Fmr. Director General of Police, A.P)
10:55 AM	**Vote of Thanks**- Mr. M.V. Srikrishna (Dot Now Social)
11:00 AM – 11:30 AM	**Tea Break**

SESSION 1: SOCIAL MEDIA: POWER TO PEOPLE?

Chair**: Mr. Anil Grovor** (Partner, Deep Red Ink)

11:30 AM	**History of Social Media**- Mr. Venkataraman Ramachandran (Social Media Analyst, Deloitte)
11:50 AM	Discussion
12 noon	**Overview of Social Media landscape**- Mr. Karan S. Kumar (Director, iGenero)
12:20 PM	Discussion
12:30 PM	**Applications of Different Social Media platforms-** Mr. Paresh Masade (Director, Coherendz)
12:50 PM	Discussion
01:00 PM	**Remarks by Chair**- Mr. Anil Grovor
01:10 PM – 02:00PM	**Lunch Break**

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SESSION 2: ROLE OF SOCIAL MEDIA IN STRENGTHENING DEMOCRACY

Chair**: Ms. Chandana Chakrabarti** (Member- Governing Body, COVA)

02:00 PM	**Successful Social Media strategies**- Mr. Venkata Sashank (Dot Now Social)
02:20 PM	Discussion
02:30 PM	**Case Study: Jan Lokpal Movement** – Mr. T.S. Sudhir (The Southern Report)
02:50 PM	Discussion
03:00 PM	**Remarks by Chair**- Ms. Chandana Chakrabarti
03:10 PM- 03:30 PM	**Tea Break**

SESSION 3: CAN SOCIAL MEDIA CHANGE POWER STRUCTURES

Chair**: Mr. Vinod Pavarala** (UNESCO Chair on Community Media, University of Hyderabad)

03:30 PM	**Role of Social Media in changing community equations** – Dr. Usha Raman (HCU)
03:50 PM	Discussion
04:00 PM	**Role of Social Media in Movements- Mr.** Rakesh Reddy Dubbudu (RTI Activist)
04:15 PM	Discussion
04:25 PM	**Social Media for Democratization & Transformation of Rural & Tribal societies** – Mr. Shubhranshu Chaudhary (Knight International Journalism Fellow)
04:45 PM	Discussion
04:55 PM	**Application & Impact of Social Media on Governance** – Mr. Navin Mittal, IAS (Special Commisioner- GHMC)
05:15 PM	Discussion
05:25 PM	Remarks by Chair- Mr. Vinod Pavarala
05:40 PM	**Conclude for the day**

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DAY 2

SESSION 4: SHOULD GOVERNMENT MONITOR/REGULATE SOCIAL MEDIA?

10:00 AM	**Misuses of Social Media: An Overview of Cyber Crimes**- Mr. Majid Ali Khan (Inspector, Cyber Crimes)
10:20 AM	Discussion
10:30 AM	**Impact of Social Media on other media**- Mr. G. Srinivasa Subramanyam (Fmr. News Editor, The New Indian Express
10:45 AM	Discussion
10:55 AM	**Prevailing Regulation Policies in different countries and their impact on Freedom of Speech**- Prof. M. Sridhar, NALSAR University of Law.
11:15 AM	Discussion
11:30 AM	**Tea Break**

VALEDICTORY SESSION

Chair: Dr. **Mazher Hussain** (Executive Director, COVA)

12 noon	Overview of Seminar Proceedings
12:15 PM	**Open Forum-** Observations, Suggestions, Recommendations
12:45 PM	**Panel Responses-** Mr. U. Ram Mohan, Additional SP CID; Mr. Ramesh Loganathan- ACM Hyderabad; Prof. Padmaja Shaw, Dept. of Journalism
01:20 PM	Remarks by Chair
01:30 PM	Vote of Thanks
01:40 PM	**Lunch & Seminar Concludes**

This conference is a collaborative endeavour between Friedrich Ebert Stiftung, MICCI, COVA & Dot Now Social.

For more details, kindly go to www.j.mp/sm4dhyd or get in touch with:

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